

***City Council
Business Retention & Development Committee***

A sub-committee of the Louisville City Council

**Monday, March 2, 2015
8:00 AM – 10:00 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)**

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of February 2, 2015 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Review of South Boulder Road Small Area Plan guiding principles
- VII. Retention Meetings
 - 1st Bank
 - Hampton Inn
 - Busaba
 - Carrabba's
- VIII. ED Update
- IX. Reports from committee members –
- X. Discussion Items for Next Meeting: April 2015
- XI. Adjourn

City Council Business Retention & Development Committee

Meeting Minutes

**February 2, 2015
Library Meeting Room
951 Spruce Street**

CALL TO ORDER –The meeting was called to order by Chair Dalton at 8:00 AM in the 1st Floor Meeting room at the Louisville Library, 951 Spruce Street, Louisville, Colorado.

ROLL CALL – The following members were present:

Committee Members: Chair Hank Dalton
Shelley Angell, Chamber of Commerce
Sue Loo, City Council
Michael Menaker, Alternate Revitalization Commission
Chris Pritchard, Planning Commission
Scott Reichenberg, Colorado Tech Center
Jim Tienken, Downtown Business Association

Staff Present: Malcolm Fleming, City Manager
Aaron DeJong, Economic Development Director
Dawn Burgess, Executive Assistant to the City Manager

Others Present: Rick Brew
Randy Caranci

APPROVAL OF AGENDA – approved

APPROVAL OF MINUTES: - The January 5, 2015 minutes were approved.

PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA:
None

NOTICE OF POSTING LOCATIONS:
The identified official locations for posting meeting agendas were approved.

OPEN GOVERNMENT PAMPHLET

The Open Government Pamphlet was distributed to each BRaD member. The City Manager encouraged members to review it saying it is an important document.

BRaD ADVOCACY DISCUSSION

There was discussion related to creating goals for BRaD advocacy. Chair Dalton said the group should advocate for policies that will benefit businesses in Louisville – improve the general business climate in Louisville.

Items discussed:

Increase Connectivity among business and neighborhoods adjacent

Conoco Phillips property: Single user and no residential are difficult assumptions for a potential buyer to address.

Business interests – do we want to be more regional focus?

McCaslin – advocate for more housing? City-wide increase development opportunities?

Improving transportation network

Council may take a position that more housing may be good for business but not small area. Council will look to BRaD to make a recommendation.

Downtown parking – takes pressure off neighborhoods but also provides a way to solve daytime population problem. No place to park employees.

Commissioner Reichenberg said the biggest problems in Louisville are Sam's Club and Phillips 66. If you solve those, you change the landscape of Louisville.

Commissioner Menaker said Urban Renewal process proceeding with Sam's Club. If Urban Renewal is successful, then that will take care of it.

Commissioner Tienken said downtown parking not having significant impact on businesses coming to town. Not impacting businesses coming downtown. The big picture items: Sam's Club and Phillips 66

Council member Loo said parking important but 2/19/2015 is the beginning of McCaslin Small Area Plan. Need voices speaking out on this. Business owners need to advocate for themselves. BRaD needs to be a voice for McCaslin area. With regard to Sam's Club – yes, UR focuses on Sam's but will benefit entire area. Council member Loo voted to go further was understanding how Urban Renewal (UR) meshes with Small Area Plan (SAP). UR will give us options for what to do.

Chair Dalton said City Council has focused on Sam's Club which will lead to condemnation of covenants. He opposes this process. He is opposed to the idea of using the power of government to improve the conditions of one business over another. If SAP is given our support and gets active dialogue going then there will be a vision for that area. That will inform future City action.

Economic Development Director DeJong thinks McCaslin area out of balance. He thinks he is hearing to advocate for more balance.

Commissioner Menaker would advocate for more housing on in McCaslin area. This would have tremendous value for community. Most of blight conditions apply to the whole McCaslin area.

Chair Dalton thinks we should participate in discussions and let's advocate for whatever makes sense out of the SAP.

Commissioner Menaker asked if there is opposition to supporting housing in Centennial Valley (CV). Commissioner Reichenberg said we shouldn't tell marketplace what is needed. We should advocate for balance. Advocate for free market. The business market will tell us.

City Manager Fleming said there seems to be a general consensus that McCaslin corridor that some things aren't working and what can City council do? Realign streets? Change zoning?

Commissioner Tienken asked how do we get input from developers? How do we get from owners: "here is what type of plan we could invest in?"

Phillips 66 site:

Challenges - 430 acres – size. Do not want to subdivide.

Zoning is single user. Property has limited zoning right now. Unless buildings are similar to P66, it would have to go through comprehensive plan review. Significant planning and design will need to occur and be approve to build there. Phillips 66 is not willing to sell with contingencies at this time.

City Manager Fleming said the City has had numerous people come through saying they want to build housing and mixed use, housing and senior, etc.

Commissioner Menaker would advocate for office space.

Chair Dalton asked what are things that prevent development? No subdivision of property. If City develops infrastructure for commercial maybe that would help. It would help if there was more certainty as to what would be allowed.

Commissioner Pritchard said we have SAP for McCaslin. Anyone who looks at Phillips 66 wants housing. Why don't we look at permitting process? Address things we can affect.

Maybe make zoning changes. He believes housing needs to be in Centennial Valley. If housing is built on Phillips 66, those people would feel like they live in Broomfield.

How does development on Phillips 66 affect Colorado Tech Center and Centennial Valley? Would that pull business away from CTC and CV? Or is there synergy that would benefit other businesses? Commissioner Reichenberg senses that what goes on around CTC does not affect viability. Phillips 66 could have dramatic impact on the excitement of what happens in CTC.

Commissioner Menaker believes we need to show the commitment to build the infrastructure. Commit funds to build infrastructure to support a site plan. It will remove uncertainty.

Commissioner Reichenberg believes we should advocate for clarity. Specific rules with certainty.

Reduce permit time is a good idea. Tuesday over-the-counter permit process is good. Improvements can be made. Building code is complex. Elements can't be separated out.

City Manager Fleming said a detailed survey will go out to everyone who had gone through development review process and building permit process in the past 2 years. The survey will go out in the next 2 weeks.

RMCS Rich Brew said in terms of what they experience, Public Works takes a lot of time to review. He understands that it is hard to bring staff on for one project review. When demand is there, there aren't always people there. Can the City hire temps? City Manager Fleming said the City should be able to bring resources on when we are taking in a lot of fees. However, Developers need to submit complete plans. Brew said ideally there would be a City staffer who is available to us to come over at a moment's notice.

Randy Caranci discussed issues with mill site. Would like more workability with staff.

Sue – Regional business collaboration not a topic for us.

RETENTION MEETINGS

DeJong visited Vaisala. Things are going well. There have been acquisitions and they have taken on more personnel. They were awarded a grant for a wind energy project from the Federal government which has positive implications.

ECONOMIC DEVELOPMENT UPDATE:

New tenant is coming to 1795 Dogwood (the former Lockheed Martin space). The company would like to remain confidential for now. This will result in the creation of 200 jobs. State is working on press release.

Staff is working on preparation of Urban Renewal Plan for 550 S. McCaslin

Core Area TIF Bonds first pay request has been completed.

DELO Developments to Planning Commission – In February DELO Phase II will be going to Planning commission.

REPORT FROM COMMITTEE MEMBERS:

Scott Sternberg with Vaisala would like to restart the CEO forum. Working to schedule a late March/early April forum.

Shelley Angell said the Chamber is sponsoring a business crawl – everyone welcome.

The Madera Grill is open and reviews have been very good.

740 Front – progress has been slower than anticipated. Looking to an April opening.

Alfalfa's anecdotal information is that things seem to be going well. Vacant building in front has strict no-compete clause.

BNSF – City Manager Fleming sent letter and got response. He is working on regional collaboration. The next step will be working with Senator Bennett and Gardner's offices.

ITEMS FOR THE NEXT AGENDA:

More retention visits involving Committee members. The Chamber will help with calls.

ADJOURN – The meeting adjourned at 9:37 am.

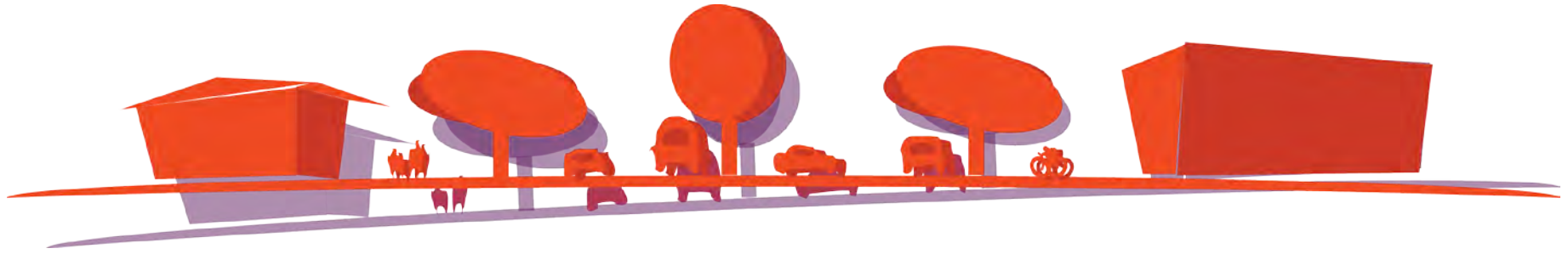
**SUBJECT: REVIEW OF SOUTH BOULDER ROAD SMALL AREA PLAN
GUIDING PRINCIPLES**

DATE: MARCH 2, 2015

PRESENTED BY: AARON M. DEJONG

SUMMARY:

Scott Robinson, the coordinating planner for the South Boulder Road Small Area plan, will give a review of the guiding principles garnered from the community input to date to shape the conceptual design phase of the plan preparation.



South BOulder ROad

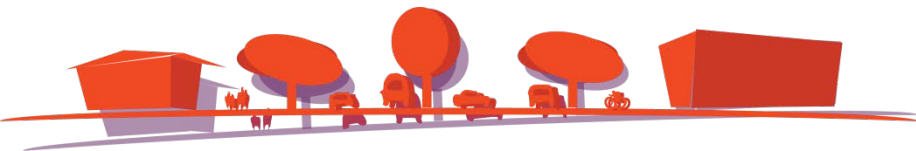
SMALL AREA PLAN | VIA APPIA TO CITY LIMITS

BRaD

March 2, 2015

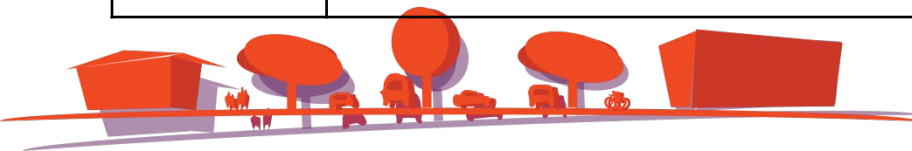
Community Input

- Stakeholder interviews
- www.EnvisionLouisvilleCO.com
- Public kick-off meeting



SWOT

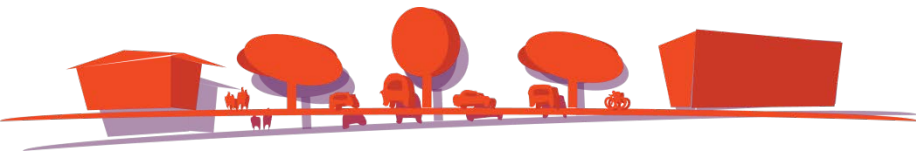
	Positive	Negative
Internal	<u>Strengths</u> <ul style="list-style-type: none"> • Parks and open space near corridor • Physical form of the corridor (parcel sizes and rights-of-way) • Proximity to existing neighborhoods 	<u>Weaknesses</u> <ul style="list-style-type: none"> • Pedestrian and bike connections are lacking, uninviting, and perceived as unsafe • Conformity to community values • Aesthetic appearance of corridor • Connections to adjacent neighborhoods
External	<u>Opportunities</u> <ul style="list-style-type: none"> • Corridor as transportation link • Shops, businesses, and services on corridor • Valuable mix of uses on corridor 	<u>Threats</u> <ul style="list-style-type: none"> • Impact of the market and regional competition on existing and desired land uses • Traffic • Train noise and impacts • Lack of community consensus on purpose of corridor • Upkeep of existing buildings



Community Values

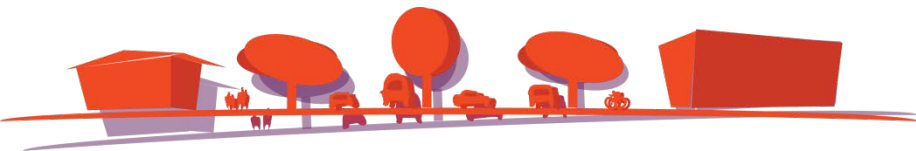
The South Boulder Road study area is lacking:

- Integrated open space and trail networks
- Our livable small town feel
- A sense of community
- A balanced transportation system



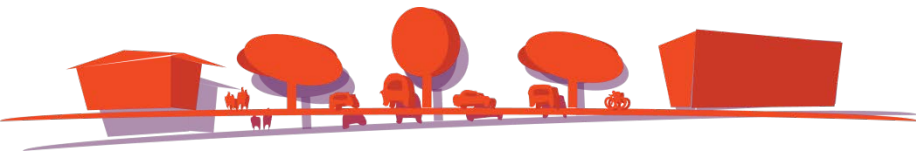
Measures of Success

- **Principle 1** - Provide for safer and more convenient connections across South Boulder Road and Highway 42 for bikes and pedestrians.
 - a) Provide safe and convenient facilities that serve a broad range of users with multiple modes of travel
 - i) Are all modes of travel accommodated?
 - ii) Are users of all ages and ability levels accommodated?
 - iii) Do the improvements proposed provide safer conditions for all users and ability levels?
 - iv) Are existing deficiencies addressed?
 - b) Design solutions that the City can realistically maintain over time
 - c) Promote regional trail connectivity within the study area



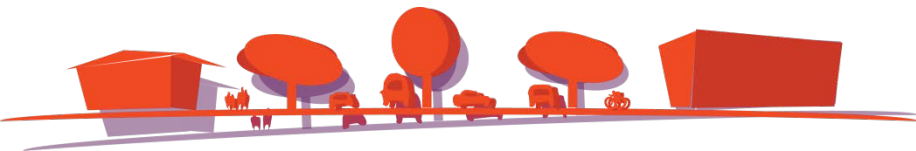
Measures of Success

- **Principle 2** - Utilize policy and design to encourage desired uses to locate in the corridor.
 - a) Do allowed uses serve community needs as defined in survey and elsewhere?
 - b) Are allowed uses supported by the market?
 - i) To what extent are incentives needed to induce identified uses to locate in the study area?
 - c) Does the land use mix demonstrate positive fiscal benefits?
 - d) Is the process for approving desired uses and character simpler and more predictable?



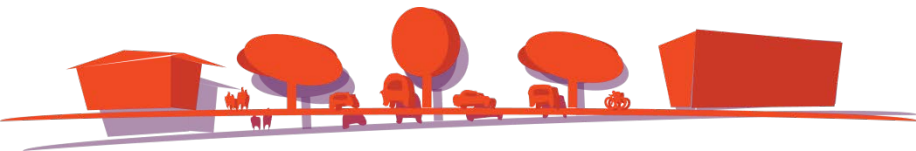
Measures of Success

- **Principle 3** - Establish design regulations to ensure development closely reflects the community's vision for the corridor while accommodating creativity in design.
 - a) Physical form should incorporate desires expressed in community survey and elsewhere
 - b) Allow flexibility to respond to changes in market requirements, design trends, and creativity in design



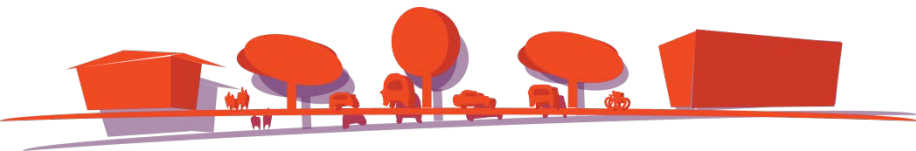
Measures of Success

- **Principle 4** - Mitigate impacts of trains and improve safety of railroad crossings.
 - a) Address train noise
 - b) Address traffic impacts from train



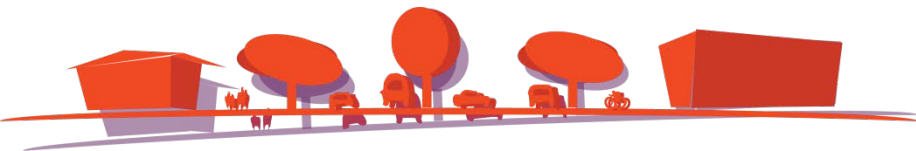
Measures of Success

- **Principle 5** - Balance the regional traffic needs of South Boulder Road and Highway 42 with the community's desire for safety and accessibility.
 - a) Accommodate future regional transportation plans and maintain the area as a regional corridor
 - i) How does the corridor alternative adequately address future transportation needs?
 - ii) How does the corridor alternative accommodate adopted regional transit plans?
 - b) Make sure traffic passing through the corridor does not make it an undesirable place to live, work, play, and travel
 - i) Does traffic noise decrease?
 - ii) Do pedestrians and bicyclists feel safe?
 - iii) How long will a trip take on the corridor?
 - c) Provide safe and efficient access and visibility in strategic locations for proposed land uses



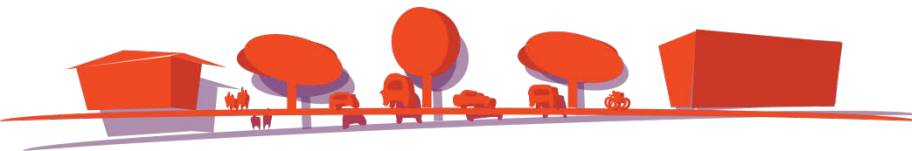
Measures of Success

- **Principle 6** - Provide for community gathering spaces and public infrastructure to encourage visitors to spend time in the corridor.
 - a) Provide for community amenities identified in survey and elsewhere
 - b) Provide programming to activate public spaces



Process

- Walkability audit and placemaking workshop #1 in January
- Placemaking workshop #2 in February
- Survey results to Council March 3
- Alternatives to Planning Commission in April
- McCaslin Blvd plan underway



CONTINUE THE PROCESS



Attend public
meetings



Share your ideas on
www.envisionlouisvilleco.com



Folllow the
Planning Dept
@Plan4LoCo



For more information visit www.envisionlouisvilleco.com or
contact Scott Robinson, Project Manager, 303-335-4596 or scottr@louisvilleco.gov.

SUBJECT: ECONOMIC DEVELOPMENT UPDATE

DATE: MARCH 2, 2015

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

New tenant for 1795 Dogwood – Lifetime Fitness, a publicly traded company out of Minneapolis, has decided to move their athletic events division to Louisville to 1795 Dogwood. They plan to have 57 employees at the location.

Rogue Wave Software looking at 1315 W. Century – The company, currently located in Boulder, is considering 20,000 sf 1315 W. Century, space vacated by GHX as they consolidated operations in a smaller footprint. An assistance package is going to City Council on March 3rd for consideration.

DELO Phase II to City Council– The DELO Phase II development received unanimous recommendation from the Planning Commission in February. City Council will act on the proposal on March 17th.

DELO Plaza to Planning Commission – The DELO Plaza development for Tebo Development's land on hwy42 and South Street is scheduled to go to Planning Commission in March. City Council consideration will be in April.

Housing and Transportation Forum – The Boulder Chamber hosted a forum on February 18th to discuss the housing and transportation challenges in Boulder County and the affect it has on the region's economic vitality.

Preservation Master Plan – A open house meeting discussing the preparation of the preservation master plan will be held on March 11 at 6:30 pm.